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ABSTRACT

A survey was taken at the 1974 National School Boards Association to determine where and how district moneys are being spent on new construction, renovation, and additions to existing structures. Data gathering was achieved through a questionnaire covering the general areas of demographic data, moneys allocated, decision-making responsibilities for construction projects and readership of "The American School Board Journal." Usable questionnaires were obtained from 460 respondents. Tables graphically display the results of the survey in terms of specified district-size categories. (Author/MLF)

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NEW CONSTRUCTION AND RENOVATION IN SCHOOL DISTRICTS AND HOW SCHOOL BOARD MEMBERS ARE INVOLVED

NATIONAL SCHOOL BOARDS ASSOCIATION

800 State National Bank Plaza
Evanston, Illinois 60201

312/869-7730

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1975

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INTRODUCTION

In response to an increasing need to delineate exactly what school board members are purchasing in the area of construction, THE AMERICAN SCHOOL BOARD JOURNAL undertook a survey at the 1974 National School Boards Association Convention in Houston to determine where and how district monies are being spent on new construction, renovation and additions to existing structures.

Data gathering was achieved through a 2-page questionnaire, developed by the Marketing Department of THE AMERICAN SCHOOL BOARD JOURNAL, covering the general areas of demographic data, monies allocated, decision-making responsibilities for construction projects and THE AMERICAN SCHOOL BOARD JOURNAL readership (See Appendix). The questionnaire was personally administered at random on the convention floor.

Following are tables graphically displaying the results of the survey in terms of specified district-size categories.

SUMMARY OF PEOPLE INTERVIEWED

School Board Members	408
Superintendents	21
Other	31
(Includes 21 administrators, 1 board secretary, 1 assistant superintendent, 2 miscellaneous, 6 unspecified)	
Total usable surveys	460
Non-usable surveys	14
TOTAL	474

GEOGRAPHIC BREAKDOWN

Alabama	2
Alaska	1
Arizona	8
Arkansas	3
California	25
Canal Zone	0
Colorado	10
Connecticut	4
Delaware	4
District of Columbia	0
Florida	2
Georgia	7
Guam	0
Hawaii	0
Idaho	4
Illinois	33
Indiana	11
Iowa	28
Kansas	6
Kentucky	10
Louisiana	14
Maine	0
Maryland	2
Massachusetts	6
Michigan	35
Minnesota	8
Mississippi	3
Missouri	9
Montana	2
Nebraska	7
Nevada	2
New Hampshire	1
New Jersey	12
New Mexico	10
New York	38
North Carolina	9
North Dakota	2
Ohio	27
Oklahoma	8
Oregon	9
Pennsylvania	36
Puerto Rico	0
Rhode Island	2
South Carolina	6
South Dakota	2
Tennessee	4
Texas	18
Utah	3
Vermont	0
Virginia	1
Virgin Islands	0
Washington	9
West Virginia	2
Wisconsin	8
Wyoming	2
Canada	1
Unspecified	4
TOTAL	460

TABLE I

SUMMARY TOTALS FOR DISTRICTS INVOLVED IN SCHOOL CONSTRUCTION

		TOTAL	ENROLLMENT			
			10,000+	2500-9999	Under 2499	Other
TOTAL RESPONSES		408	110	184	114	52
ANY CONSTRUCTION ACTIVITY?	YES	75%	82.7%	76.1%	64.9%	71.2%
	NO	25%	17.3%	23.9%	35.1%	28.8%
IF YES:	started in last year:	44.3%	39.6%	45.0%	48.7%	51.4%
	scheduled for next year:	26.9%	15.4%	31.4%	32.4%	21.6%
	both:	28.8%	45.0%	23.6%	18.9%	27.0%

Not included in any totals are uncategorized projects indicated on some surveys.

These are:

41 new schools
6 gymnasiums
3 auditoriums
2 swimming pools
2 industrial arts centers
2 administration centers
1 parking lot
1 track
6 vocational buildings
5 open-concept buildings

TABLE II

DISTRICTS INVOLVED IN CONSTRUCTION

BY NEW CONSTRUCTION
-in terms of rooms-

		ENROLLMENT			
	TOTAL	10,000+	2500-9999	Under 2499	Other
-PAST 12 MONTHS- RESPONSES	83	28	32	23	8
TOTAL ROOMS	3678	1989	1088	601	389
AVERAGE ROOMS	44.3	71	34	26.1	48.6
-NEXT 12 MONTHS- RESPONSES	49	15	23	11	6
TOTAL ROOMS	1301	431	712	158	129
AVERAGE ROOMS	26.5	28.7	30.9	14.3	21.5

TABLE III

DISTRICTS INVOLVED IN CONSTRUCTION

BY NEW CONSTRUCTION
-in terms of dollars-

		ENROLLMENT			
	TOTAL	10,000+	2500-9999	Under 2499	Other
-PAST 12 MONTHS- RESPONSES	124	36	58	30	14
TOTAL DOLLARS	$679.1 mill.	$421.3 million	$237.3 million	$20.5 million	$45.3 million
AVERAGE DOLLARS	$5.5 mill.	$11.7 million	$4.1 million	$.68 million	$3.2 million
-NEXT 12 MONTHS- RESPONSES	74	21	39	14	10
TOTAL DOLLARS	$232.7 mill.	$101.2 million	$111.7 million	$19.2 million	$56.9 million
AVERAGE DOLLARS	$3.1 mill.	$4.8 million	$2.9 million	$1.4 million	$5.69 million

TABLE IV

DISTRICTS INVOLVED
IN CONSTRUCTION

BY ADDITIONS
-in terms of rooms-

		TOTAL	ENROLLMENT			
			10,000+	2500-9999	Under 2499	Other
-PAST 12 MONTHS-	RESPONSES	53	14	25	14	9
	TOTAL ROOMS	875	459	303	113	117
	AVERAGE ROOMS	16.5	32.8	12.1	8	13
-NEXT 12 MONTHS-	RESPONSES	25	7	10	8	5
	TOTAL ROOMS	326	55	193	78	78
	AVERAGE ROOMS	13	7.8	19.3	9.8	15.6

TABLE V

DISTRICTS INVOLVED
IN CONSTRUCTION

BY ADDITIONS
-in terms of dollars-

		TOTAL	ENROLLMENT			
			10,000+	2500-9999	Under 2499	Other
-PAST 12 MONTHS-	RESPONSES	54	16	23	15	10
	TOTAL DOLLARS	$71.6 mill.	$38.4 million	$14.7 million	$18.5 million	$7.3 million
	AVERAGE DOLLARS	$1.3 mill.	$2.4 million	$.64 million	$1.2 million	$.73 million
-NEXT 12 MONTHS-	RESPONSES	25	5	13	7	4
	TOTAL DOLLARS	$27.8 mill.	$6 million	$19.6 million	$2.2 million	$2 million
	AVERAGE DOLLARS	$1.1 mill.	$1.2 million	$1.5 million	$.31 million	$.50 million

TABLE VI

DISTRICTS INVOLVED IN CONSTRUCTION

BY RENOVATION
-in terms of rooms-

		TOTAL	ENROLLMENT 10,000+	2500-9999	Under 2400	Other
-PAST 12 MONTHS-	RESPONSES	25	8	11	6	4
	TOTAL ROOMS	490	200	218	72	42
	AVERAGE ROOMS	19.6	25	19.8	12	10.5
-NEXT 12 MONTHS-	RESPONSES	14	7	5	2	1
	TOTAL ROOMS	227	147	54	26	30
	AVERAGE ROOMS	16.2	21	10.8	13	30

TABLE VII

DISTRICTS INVOLVED IN CONSTRUCTION

BY RENOVATION
-in terms of dollars-

		TOTAL	ENROLLMENT 10,000+	2500-9999	Under 2499	Other
-PAST 12 MONTHS-	RESPONSES	40	13	19	8	5
	TOTAL DOLLARS	$27.6 mill.	$11 million	$7.8 million	$8.8 million	$3.7 million
	AVERAGE DOLLARS	$7.8 mill.	$.85 million	$.41 million	$1.1 million	$.74 million
-NEXT 12 MONTHS-	RESPONSES	17	7	6	4	1
	TOTAL DOLLARS	$53.4 mill.	$22 million	$30 million	$1.4 million	$.10 million
	AVERAGE DOLLARS	$3.1 mill.	$3.1 million	$5 million	$.35 million	$.10 million

TABLE VIII

DISTRICTS INVOLVED IN CONSTRUCTION

BY COMBINATION OF ADDITION, RENOVATION AND NEW CONSTRUCTION

-in terms of rooms-

		TOTAL	ENROLLMENT			
			10,000+	2500-9999	Under 2499	Other
-PAST 12 MONTHS-	RESPONSES	3	0	2	1	0
	TOTAL ROOMS	260	---	180	80	---
	AVERAGE ROOMS	86.7	---	90	80	---
-NEXT 12 MONTHS-	RESPONSES	3	0	2	1	0
	TOTAL ROOMS	142	---	72	70	---
	AVERAGE ROOMS	47.3	---	36	70	---

TABLE IX

DISTRICTS INVOLVED IN CONSTRUCTION

BY COMBINATION OF ADDITION, RENOVATION AND NEW CONSTRUCTION

-in terms of dollars-

		TOTAL	ENROLLMENT			
			10,000+	2500-9999	Under 2499	Other
-PAST 12 MONTHS-	RESPONSES	7	2	4	1	1
	TOTAL DOLLARS	$48.4 mill.	$25.3 million	$20.5 million	$2.6 million	$3 million
	AVERAGE DOLLARS	$6.9 mill.	$12.7 million	$5.1 million	$2.6 million	$3 million
-NEXT 12 MONTHS-	RESPONSES	12	6	4	2	0
	TOTAL DOLLARS	$71 mill.	$44.3 million	$18.2 million	$8.5 million	---
	AVERAGE DOLLARS	$5.9 mill.	$7.4 million	$4.6 million	$4.3 million	---

COMBINED TOTALS FOR GRAPHS II THROUGH IX

TABLE X

SUMMARY TOTALS FOR DISTRICTS INVOLVED IN ALL TYPES OF SCHOOL CONSTRUCTION
-in terms of rooms-

		TOTAL	ENROLLMENT			
			10,000+	2500-9999	Under 2400	Other
-PAST 12 MONTHS-	RESPONSES	164	50	70	44	21
	TOTAL ROOMS	5303	2648	1789	866	548
	AVERAGE ROOMS	32.3	53.0	25.6	19.7	26.1
-NEXT 12 MONTHS-	RESPONSES	91	29	40	22	12
	TOTAL ROOMS	1996	633	1031	332	237
	AVERAGE ROOMS	21.9	21.8	25.8	15.1	19.8

TABLE XI

SUMMARY TOTALS FOR DISTRICTS INVOLVED IN ALL TYPES OF SCHOOL CONSTRUCTION
-in terms of dollars-

		TOTAL	ENROLLMENT			
			10,000+	2500-9999	Under 2400	Other
-PAST 12 MONTHS-	RESPONSES	225	67	104	54	30
	TOTAL DOLLARS	$826.7 mill.	$496 million	$280.3 million	$50.4 million	$59.3 million
	AVERAGE DOLLARS	$3.7 mill.	$7.4 million	$2.7 million	$.93 million	$2.0 million
-NEXT 12 MONTHS-	RESPONSES	128	39	62	27	15
	TOTAL DOLLARS	$384.3 mill.	$173.5 million	$179.5 million	$31.3 million	$59.0 million
	AVERAGE DOLLARS	$3.0 mill.	$4.4 million	$2.9 million	$1.2 million	$3.9 million

INVOLVEMENT IN THE FINAL STAGES OF PURCHASING
BY
ALL THOSE INTERVIEWED*

TABLE I

408 RESPONSES	Listened to presentations	Selected product	Approved product	Selected brand	Approved purchase	Disapproved purchase	All of these
	---------- % of Respondents ----------						
BASIC STRUCTURAL	81.0%	65.3%	65.6%	61.0%	73.8%	64.6%	55.4%
EXTERIOR WALLS	76.1	58.5	59.8	55.9	66.3	59.4	52.2
WINDOWS	74.1	58.8	57.5	54.5	65.0	58.4	51.2
WALLS AND PARTITION SYSTEMS	74.5	58.8	58.1	54.5	65.3	58.4	51.2
LIGHTING FIXTURE	74.1	58.4	57.5	54.2	65.3	58.4	51.2
PLUMBING	73.1	57.4	56.1	53.5	64.3	57.4	50.5
CEILING SYSTEMS	71.8	58.4	57.1	53.5	64.0	57.4	50.5
FLOOR SURFACES	72.8	56.8	56.8	56.2	62.7	58.4	51.2
HEATING AND AIR COND.	73.8	60.7	58.4	55.8	66.3	59.7	52.5
BUILDING HARDWARE	73.1	58.1	57.1	54.5	65.0	58.7	51.5
ALL OF THE ABOVE	69.2	55.8	56.8	53.2	61.7	57.1	50.2

*See page 2

INVOLVEMENT IN THE FINAL STAGES OF PURCHASING
BY
SCHOOL BOARD MEMBERS

TABLE II

460 RESPONSES	% of Respondents						
	Listened to presentations	Selected product	Approved product	Selected brand	Approved purchase	Dis approved purchase	All of these
BASIC STRUCTURAL	79.3%	65.6%	65.6%	61.5%	73.2%	64.1%	56.5%
EXTERIOR WALLS	74.6	58.9	60.1	56.8	66.1	59.4	52.7
WINDOWS	72.8	59.1	58.0	55.6	64.9	58.5	51.8
WALLS AND PARTITION SYSTEMS	68.6	59.1	58.9	55.6	65.5	58.5	51.8
LIGHTING FIXTURE	72.8	58.9	58.0	55.5	65.2	58.5	51.8
PLUMBING	71.9	58.0	56.8	54.7	64.3	57.6	51.2
CEILING SYSTEMS	70.7	58.8	57.7	54.7	64.1	57.5	51.2
FLOOR SURFACES	71.9	60.3	58.9	55.9	64.7	58.5	51.8
HEATING AND AIR COND.	73.0	60.8	58.8	56.7	66.0	59.6	52.9
BUILDING HARDWARE	72.2	58.9	57.7	55.6	65.0	58.8	52.1
ALL OF THE ABOVE	68.1	56.2	56.5	54.4	62.0	57.3	50.9

THE AMERICAN SCHOOL BOARD JOURNAL

READERSHIP SURVEY

		Total School Boards	Enrollment in School District: 25,000+	10,000-24,999	5,000-9,999	2,500-4,999	1,000-2,499	600-999	Under 600	Superintendents	Other
TOTAL SURVEYS		408	32	78	98	86	67	20	27	21	31
DO YOU RECEIVE ASBJ?	TOTAL SUBSCRIBERS	349	25	67	88	75	59	15	20	19	30
	YES	85.5%	78.1%	85.9%	89.8%	87.2%	88.1%	75.0%	74.1%	90.5%	96.8%
	NO	14.5	21.9	14.1	10.2	12.8	11.9	25.0	25.9	9.5	3.2
DO YOU READ:	ALL	16.3	16.0	22.4	19.3	14.7	10.2	20.0	5.0	31.6	16.7
	MOST	61.6	56.0	58.2	60.2	65.3	67.8	53.3	60.0	52.6	63.3
	LITTLE-NONE	22.1	28.0	19.4	20.5	20.0	22.0	26.7	35.0	15.8	20.0
TO HOW MANY DO YOU PASS YOUR COPY?	NONE	50.1	44.0	49.3	47.8	53.3	52.5	53.3	50.0	21.0	26.7
	1-5	25.5	24.0	32.8	28.4	22.7	23.7	6.7	20.0	47.4	40.0
	6-10	9.5	16.0	6.0	6.8	8.0	11.9	26.7	10.0	10.5	10.0
	More than 10	4.6	4.0	4.5	4.5	6.7	3.4	6.0	5.0	15.8	13.3
	Not indicated	10.3	12.0	7.4	12.5	9.3	8.5	13.3	15.0	5.3	10.0

CONCLUSIONS

CONSTRUCTION ACTIVITY

1. 75% of the sample school districts were engaged in construction activity, with each of these school boards budgeting at least $3.7 million.

2. An average of 44.3 rooms were under new construction in 1973-74 with 26.5 being planned in 1974-75. $5.5 million was spent on new construction in 1973-74 with $3.1 million in planned allocations for 1974-75 on the average per school district.

3. An average of 19.6 rooms in each school district were renovated in 1973-74 with 16.2 planned for 1974-75. On the average, $7.8 million per district was spent on renovation with $3.1 million planned for 1974-75.

4. An average of 16.5 rooms per school district were added to existing structures in 1973-74 with an average of 13 planned for 1974-75. An average of $1.3 million was spent on additions in 1973-74 with $1.1 million planned for 1974-75 on the average.

PRODUCT APPROVAL

5. Over 50% of school board members played an important decision-making role in choosing products to be used in construction, with over 70% at least listening to presentations from product representatives.

6. Over 55% of school board members approved and selected the product with over 60% approving the purchase.

READERSHIP

7. Over 85% of school board members sampled subscribe to THE AMERICAN SCHOOL BOARD JOURNAL with over 61% attesting that they read most of the magazine each month. At least 25% of these members pass the JOURNAL on to at least one other person.

8. Over 90% of the sampled school superintendents receive the JOURNAL with over 52% reading most of it and over 30% reading it in its entirety. Almost half of these are passed on to at least one other person.

APPENDIX Sample survey

(1) Are you a

School board member_____
Superintendent _____
Other (specify) _____

(2) Where is your school district?

District_____

City_____ State_____

(3) What is your present enrollment:

25,000+ _____
10,000-24,999_____
5,000- 9,999_____
2,500- 4,999_____
1,000-2,499_____
600- 999_____
300- 599_____
Under 300 _____

(4) Has your school district been involved in any building projects in the past 12 months?

New Construction____ # of rooms____ $____

Additions ____ # of rooms____ $____

Renovation ____ # of rooms____ $____

(5) Any planned building or renovation to begin within the next 12 months?

New Construction ____ # of rooms ____ Anticipated $____

Additions ____ # of rooms____ Anticipated $____

Renovation ____ # of rooms____ Anticipated $____

(6) As part of these building activities, how are you involved in the decision-making process in the following areas:

	Listened to Presentations	Compared & Analyzed Products	Approved Products	Selected Brand	Approved Purchase	Disapproved Purchase	ALL OF THESE
Basic Structural							
Exterior Walls							
Windows							
Walls and Partition Systems							
Lighting Fixture							
Plumbing							
Ceiling Systems							
Floor Surfaces							
Heating and Air Conditioning							
Building Hardware							
ALL OF THE ABOVE							

(7) Do you receive The American School Board Journal: Yes____ No_____
If "yes," go to #8, if "no," go to #10.

(8) Do you read. All_____ Most_____ Little or None_____ of an average issue?

(9) How many other people do you pass your copy of The American School Board Journal to: #_____

(10) Thank you for answering this questionnaire.